

Main Street Minutes
July 21, 2020
8:00 – 9:00 a.m.

Members Present: Abby Bradley Mary Gholson Lindsey Wooddy
Shonte Walton Vicki Turner Jolene Dingler
Glenn Gresham

Members via Phone: Jamie Wyatt

Ex-Officio Members Present: Brian Wismer Ray Gibson
Colin Martin

Staff Present: Joyce Waits
Julie Herbert
Denise Brookins
David Rast
Mike Bush

Call to Order:

Turner called the July 21 meeting to order.

Minutes:

Motion by Dingler and seconded by Bradley to approve the June 16, 2020 meeting minutes. Motion carried unanimously.

DCA Monthly Report and Downtown Developments:

Wisner gave the DCA monthly report for the month of June

The report for June again has additional reporting due to COVID-19.

- Businesses in Downtown temporarily closed: 0
- Number of Main Street Managed/Planned Events cancelled or rescheduled: 3
- Financial Impact of cancelled events: \$0
- Volunteer Hours: 131
- New Business Openings: 5
- Jobs from New Business Openings: 10
- Business Closings: 0
- Real Estate Sales, Housing and New Construction
 - New Residential - \$391,805 – Total 1
 - Total Property Sales - \$2,023,650 – Total 6
 - Private Rehab Projects - \$24,500 – Total 2

Wisner stated the following:

- Stonewall Avenue road diet project has been posted for bids. The project will produce a net gain of 15 parking spaces.
- Oz Pizza will not be renewing their lease. Woody asked Wisner why they would not be renewing the lease; Wisner stated it was COVID-19 related.
- 119 Glynn Street owned by the DDA is leasing the space short term. Currently, renovations are taking place and the original ceiling and arches have been revealed.
- Yoga Loom is moving to McDonough, GA
- Fayette County News is moving in to the building that Yoga Loom occupied.
- Fresh Fish Market is also opening up in the same area as Fayette County News.
- Georgia Military College has rented the Brightmoor/Southern Ground Amphitheater on July 25 for their graduation. Woody asked Wisner who was paying for the rental; Wisner stated that GMC is paying the rental. Bradley asked Wisner if GMC is adhering to the social distancing rule. Wisner stated that they were given a seating chart and they are implementing social distancing with the seating. Bradley asked if the City could be held responsible if someone attending got COVID-19; Wisner stated that the City is not liable.
- Wisner stated that around 800 people attended the first concert and the Governor's guidelines were adhered to, keeping in mind that it is an outdoor facility. Waits stated that the ushers were well trained on what was expected of them during the concert. Waits stated that there were a lot of positive comments from patrons, and were excited to see that the concert took place. Wisner stated that there will be a meeting soon to discuss the feasibility of the remaining concerts.

Gresham arrived.

Chamber of Commerce:

Martin stated the following:

- The Fayette Chamber of Commerce staff has been on furlough and will return back to work on July 27.
- August 7, 2020, the Chamber will host their second Diversity & Inclusion Summit. For 2020, the Chamber had planned to have a theme focused on women and leadership. However, the events of the last few weeks convinced us that we needed to return to working on ways to build equity for minorities, especially African Americans, in our community.
- The Chamber is hosting their *member exclusive* Pancakes & Policy B2B Breakfast Wednesday, August 12th. Congressman Drew Ferguson will provide an update on what's happening in Washington, DC.

Financial Report:

Bush gave the financial report for the month of June, and the Annual Form 990.

Bush stated that concerts paid for this year were moved to FY2021. Bush explained that the Annual Form 990 report is prepared by the City's auditor. This form identifies who Main Street is and what they do; this is something that has to be explained as they prepare for the tax returns. Bush stated that he could provide a copy for the board; Turner has already signed the form and it has been submitted.

Turner asked about insurance. Wismer stated that because Main Street is part of the City and under that umbrella, we are covered. Bush stated that you can purchase an insurance policy for individual events or multiple deal, as well as rain date changes. The City's insurance provider is looking into this, however, the City is covered individually and as a group. If there is a lawsuit, the deductible would be around \$15,000. Wyatt asked Bush how far in advance would the insurance need to be purchased. Bush also stated that you might be able to buy the insurance in bulk at the start of the year, which would include rain date changes.

Denise Brookins – Update

Brookins reported on the Unified Development Ordinance – Main Street map and Downtown Design Guidelines and stated that they are waiting on the contract from the Atlanta Regional Commission. After the contract is signed, then the city can put out the RFP for the consultant to assist with drafting the downtown design guidelines.

Brookins also stated that in the next three to four weeks, they will begin developing the list of committee members to advise staff during the project.

Old Business:

2020 – Calendar of Events:

Bradley stated that the first event will be Friday Night LIVE on August 21 from 6 – 10 p.m. Due to implementing social distancing, Waits stated that there will be no inflatables, or face painting. There will be a live band, and rock painting. Waits stated that so far there has been about seven vendors committed, and waiting on between 8 – 10 more to respond. Waits is waiting on an update from Chip Cofer who is responsible for the placement of the vendors. Waits also stated that there will be at least two food trucks and she is trying to get a dessert truck. Waits stated that we will not need as many volunteers as we have had in the past.

Bradley asked if the artwork was ready. Waits asked if the board wanted to continue to use the existing theme which was "Tailgating". Waits stated that if the event name is changed; artwork needs to be presented to the Communications Team at least 3 weeks prior to the event. Bradley asked if the board is 100% sure that they want to even have the event. Gresham stated that they had an event and he had a good attendance, and everyone did a great job with social distancing.

Woody stated that it would not be a good idea to have corn hole games. Woody also asked if we don't make any money on the event, why do we take the risk? Bradley asked if Mayor and Council has made any comments in regard to the Friday Night LIVE event. Wismer and Waits both agree that it would be a good idea to have the event, just to see where we stand as we go forward with other events scheduled for the remainder of the year. Waits stated that Senoia and PTC are having events and everyone seems to be following the social distancing rules. Wismer stated that the expenses are low for the event. Gresham stated that he feels the event should occur and that it is important for people to get out and about.

Wismer stated that the Mayor would like to put together a 9-11 Ceremony, and since Main Street is planning to have a movie at the amphitheater on September 11, the Mayor and his group would like to combine events. Program will start at 7:00 – 8:15 p.m.; food trucks, emergency vehicles, police cars, fire truck displaying the large flag; flyover or static display. Waits stated that the movie selected will be "Playing with Fire". Show Business will provide set up and music. Food trucks will arrive early enough to eat and have amphitheater open around 6:00 p.m. Volunteers will be needed at the gate. The committee will meet again on August 3.

The next event is October 3 – Pet Fest sponsored by the Fayette County Humane Society. Wismer stated that we have also received notification from the Kiwanis that the Suds on the Square has been cancelled for 2020; however, is scheduled for 2021.

Remaining events on the calendar:

October 24 – Pumpkins on the Square
November 13 – Frost Moon Festival – Friday Night LIVE
December 5 – Parade and Tree Lighting

Waits stated that we are doing the best we can. We are "day-by-day"!

New Business:

Presentation of Main Street Slogans:

Committee – Lindsey Woody, Glenn Gresham, Shonte Walton

Woody stated that when thinking of this assignment, she immediately thought of our relationship/partnership with the Chamber, FCDA, etc. Fayette County's slogan, "Create your story!" is catchy, simple, and relevant for our county. Woody stated that she thought it would be really cool to play off that slogan, so we look like a united front. Woody presented her slogan ideas.

- Where story and life come together.
- Where story and life unite.

Gresham stated that his idea would be looking at the future. Gresham stated that we have so much history to offer but we are literally history in the making as well. Gresham found the following slogan through another Main Street's website: *Embracing the future while preserving the past.* How could we use our own words but keep this idea?

Gresham presented the following slogan ideas:

- Living it up on Main Street
This one I think is nice because it's not reaching for some far flung greatness and embraces the future we are building towards. Also, it subconsciously promotes the idea of a lively downtown district. Something we'll need to lean into till more projects are up and running.
- Life, in Focus
This one appeals to me because it's a nod to our Pinewood constituency while remaining firmly centered in the idea that our townspeople's lives happen here and that's the keystone of all we do.
- Marvelous Main Street.
This is little more direct nod and let's face it alliteration is fun.
- Lifes' Set (on) Main Street.
When you answered all those questions above what did you realize? I hope that what you realized was something along the lines of - all the work we do, it's simply to provide the perfect setting for people to picture their future.

Walton stated the new city hall/downtown commercial spaces will add new demographics to the city. Walton states that the slogans "Embracing the future while preserving the past" and "Preserving the stories of the past while creating the stories of the future" may only appeal to a limited group. Walton's ideas are as follows:

- Fayetteville.....live, work and play.
- Fayetteville....where great things happen.

Wyatt stated that we may need to continue pitching ideas. Bradley stated that she would send out a survey and include Martin. Martin asked "Who is the target?" for this slogan. Martin feels that more work needs to be done. Gholson stated that the slogan should not be too long. Bradley asked where the slogan would be used. Turner stated that it would be included with the Main Street logo, and on all correspondence.

Other Business:

Wismer stated that the Board has previously discussed how to better identify the Welcome Center. Wismer presented a picture of yard signs with arrows pointing to the location of the Welcome Center. Wismer stated that the cost is minimal, and the signs will be 18 X 24. The Board liked the design.

Adjourn:

Motion by Gresham and seconded by Gholson to adjourn the July 21, 2020 meeting.

Respectively submitted,

Joyce Waits